IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A computer implemented method in a~~n~~n ~~Dutch~~ auction between a plurality of potential bidders, comprising:

generating a sequence of ~~price~~ values for a <u>buyer</u> comparative bid parameter<u>;</u>

<u>creating a buyer view of the auction that includes a first value included in the sequence of generated values;</u>

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~selecting a price value in said sequence of price values;~~

<u>prior to displaying a price to</u> ~~for at least~~ a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said ~~selected price~~ <u>first</u> value into a first bidder comparative bid parameter value<u>;</u>

~~that is used to~~ creat[[e]]<u>ing</u> a ~~second~~ <u>first bidder</u> view of the ~~Dutch~~ auction<u>,</u> for said first potential bidder<u>,</u> <u>that includes the first bidder comparative bid parameter value</u>; [[and]]

<u>prior to displaying a price to</u> ~~for at least~~ a second potential bidder, transforming said ~~selected price~~ <u>first</u> value into a second bidder comparative bid parameter value<u>;</u>

~~that is used to~~ creat[[e]]<u>ing</u> a ~~third~~ <u>second bidder</u> view of the ~~Dutch~~ auction<u>,</u> for said second potential bidder, <u>that includes the second bidder comparative bid parameter value</u> ~~wherein the second view and third view are different~~.

2. (Currently amended) The method of claim 1, wherein generating a sequence of ~~price~~ values comprises predefining a series of price increments or decrements.

3. (Currently amended) The method of claim 2, wherein generating a sequence of ~~price~~ values further comprises changing said predefined series of price increments or decrements in real-time during the ~~Dutch~~ auction.

4. (Previously Presented) The method of claim 1, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Previously Presented) The method of claim 1, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct an ~~Dutch~~ auction between a plurality of bidders, said method comprising:

generating a sequence of ~~price~~ values for a <u>buyer</u> comparative bid parameter<u>;</u>

<u>creating a buyer view of the auction that includes a first value included in the sequence of generated values;</u>

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~selecting a price value in said sequence of price values;~~

<u>prior to displaying a price to a first potential bidder,</u> transforming, using a characteristic associated with a quality of an auction item<u>,</u> said ~~selected price~~ <u>first</u> value into a first bidder comparative bid parameter value<u>;</u>

~~that is used to~~ creat[[e]]ing a ~~second~~ <u>first bidder</u> view of the ~~Dutch~~ auction<u>,</u> for a first potential bidder<u>, that includes the first bidder comparative bid parameter value;</u> [[and]]

<u>prior to displaying a price to a second potential bidder,</u> transforming said ~~selected price~~ <u>first</u> value into a second bidder comparative bid parameter value<u>;</u>

~~that is used to~~ creat[[e]]ing a ~~third~~ <u>second bidder</u> view of the ~~Dutch~~ auction<u>,</u> for [[a]] <u>said</u> second potential bidder, <u>that includes the second bidder comparative bid parameter value</u> ~~wherein the second view and third are different;~~.

7. (Currently amended) The medium of claim 6, wherein ~~said method further~~ <u>generating a sequence of values</u> comprises predefining a series of price increments or decrements.

8. (Currently amended) The medium of claim 7, wherein <u>generating a sequence of values</u> ~~said method~~ further comprises changing said predefined series of price increments or decrements in real-time during the ~~Dutch~~ auction.

9. (Currently amended) The medium of claim 6, wherein ~~said method further~~ <u>transforming</u> comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Currently amended) The medium of claim 6, wherein ~~said method further~~ <u>transforming</u> comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting a<u>n</u> ~~Dutch~~ auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of ~~price~~ values for a <u>buyer</u> comparative bid parameter<u>;</u>

<u>create a buyer view of the auction that includes a first value included in the sequence of generated values;</u>

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~select a price value in said sequence of values;~~

<u>prior to displaying a price to a first potential bidder,</u> transform, using a characteristic associated with a quality of an auction item<u>,</u> said ~~selected price~~ <u>first</u> value into a first bidder comparative bid parameter value<u>;</u>

~~that is used to~~ create a ~~second~~ <u>first bidder</u> view of the ~~Dutch~~ auction<u>,</u> for a first potential bidder<u>, that includes the first bidder comparative bid parameter value</u>; [[and]]

<u>prior to displaying a price to a second potential bidder,</u> transform said ~~selected price~~ <u>first</u> value into a second bidder comparative bid parameter value<u>;</u>

~~that is used to~~ create a ~~third~~ <u>second bidder</u> view of the ~~Dutch~~ auction<u>,</u> for [[a]] <u>said</u> second potential bidder, <u>that includes the second bidder comparative bid parameter value</u> ~~wherein the second view and third view are different~~.

17. (Currently amended) The system of claim 16, wherein generating <u>a sequence of values</u> includes predefining a series of price increments or decrements.

18. (Currently amended) The system of claim 17, wherein generating <u>a sequence of values</u> includes changing said predefined series of price increments or decrements in real-time during the ~~Dutch~~ auction.

19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-46. (Cancelled)